



CITY OF HOUSTON

Administration and Regulatory Affairs Department
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October 20, 2011

SUBJECT: Letter of Clarification No. 1

REFERENCE: RFP No.: S10-T24084 for

MYSTERY SHOPPER SERVICES FOR THE HOUSTON AIRPORT SERVICES

TO: All Prospective Proposers:

This Letter of Clarification is issued for the following reasons:

- **The following questions and City of Houston responses are hereby incorporated and made a part of the Request for Proposal:**

A. Scope of Work – Evaluation and Selection Process, Page 19, replace: With attached page 19, marked "Revised Page 19, Dated October 19, 2011."

1. Vendor Question: "Section 2.4.1 on Page 14 references "Additional evaluation forms shall be required for parking and ground transportation." Is ground transportation to be mystery-shopped as well? Is this strictly the airport's ground transportation, and for how many shops?"

COH Answer: *"Yes. Shared Ride Service (currently Super Shuttle). HAS prefers that Shared Ride Service be shopped five times per month, and that the Eco-Park Shuttles be shopped five times per month."*

2. Vendor Question: "Is there a budget established for the recognition program? (Normally recognition programs, prizes and contests are based on a budget)."

COH Answer: *"HAS prefers that Proposers submit a recognition program (RFP Page 13, Section 2.3) with the cost associated with such (RFP Page 13, Section 2.3.3). This will be used for HAS budgeting purposes."*

Partnering to better serve Houston

3. Vendor Question: "What is the estimated number of concession employees?"

COH Answer: *"Throughout the system, the Airport has approximately 1,475 concession employees. Please note that not all employees in this count are customer touch points."*

4. Vendor Question: "Are parking personnel to be included in the recognition program?"

COH Answer: *"Yes (Cashiers and Eco-Park Shuttle Drivers)."*

5. Vendor Question: "Should pricing include concession/meal purchases or parking expenses? The RFP is requesting a statement of total fixed price (pg 16, Article 3.1.2)? Or should expenses be invoiced back to the client separately, and monthly?"

COH Answer: *"Proposed per-unit fixed price should NOT include concession purchases or parking. Concession purchases and parking expenses (with agreed-upon parameters) will be reimbursed to the Contractor, with proper invoicing and the return of tangible products."*

6. Vendor Question: "Is a purchase required at all concession locations?"

COH Answer: *"No. The Mystery Shopper shall make purchases 50% of the time at retail shops. Food/Beverage, parking, and ground transportation (shared ride service) purchases shall be made 100% of the time."*

7. Vendor Question: "Section 7.1 (pg. 17) references submitting company "audited annual financial statements in accordance..." Are there other options to submit unaudited financial statements such as Audited Financial Statements for the Past Two Years: (a) Income Statement, (b) Balance Sheet, and (c) Statement of Changes in Financial Position, (OR) Unaudited Financial Statements for the Last Two Years Preferably Compiled or Attested by a CPA Firm, (OR) Unaudited Financial Statements: a) Two banks or other institutional lender references, b) Statement from bank confirming the company's open credit line available for the project, and c) Dunn and Bradstreet report for the last two years?"

COH Answer: *"Requirements for financial statements are noted in the Agreement."*

When issued, Letter(s) of Clarification shall automatically become a part of the Proposal documents and shall supersede any previous specification(s) and/or provision(s) in conflict with the Letter(s) of Clarification. It is the responsibility of the Proposer to ensure that they have obtained any such previous Letter(s) associated with this solicitation. By submitting a Proposal on this project, Proposers shall be deemed to have received all Letter(s) of Clarification and to have incorporated them into this Proposal.

If you should have any questions or if further clarification is needed regarding this Proposal, please contact me at greg.hubbard@houstontx.gov, or at 832.393.8748.

Sincerely,

Greg Hubbard

Greg Hubbard
Senior Procurement Specialist
Houston, Texas 77002
Phone: 832.393.8748

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cc. Dallas Evans, HAS; Phil Parker, HAS; Julia Boutte, HAS; File

1.0 **EVALUATION SUMMARY:**

- 1.1 An evaluation committee will develop a short list of Offeror(s) based upon the initial review of each Proposal received. The short listed Offeror(s) may be scheduled for a structured oral presentation, demonstration and/or interview. Such presentations will be at no cost to the City of Houston. At the end of the oral presentation, demonstration and/or interview, the evaluation of the short listed Offeror(s) will be completed. However, the evaluation committee reserves the right to issue letter(s) of clarity when deemed necessary to any or all Offeror(s). The oral presentations, demonstrations and/or interview may be recorded and/or videotaped.

2.0 **SELECTION PROCESS:**

- 2.1 The award of this contract(s) will be made to the respondent(s) offering the response which best meets the needs of the City. The City may make investigations, as it deems necessary, to determine the capabilities of the Offeror(s) to create, modify and implement the required application modules. The Offeror(s) shall furnish to the City such data as the City may request for this purpose. The City reserves the right to reject any offer if the evidence submitted by or the investigation of the Offeror(s) fails to satisfy the City or the Offeror(s) is deemed unqualified to provide the services contemplated. Each Proposal will be evaluated on the basis of the following evaluation criteria that are listed in order of importance below:

2.1.1	<u>Cost:</u>	25%
2.1.2	<u>Technical Solution:</u>	25%
	* Operating Philosophy	
	* Proposed Strategy/Operational Plan	
	* Development of Forms/Guidelines/Reports	
	* Training/Scheduling	
	* Rewards Program Plan	
2.1.3	<u>Experience and Reputation</u>	20%
	* Experience with my Mystery Shoppers	
	* Management Staff and Project Manager Experience	
	* Professional Background	
	* Demonstrated Ability to Provide ALL Services	
2.1.4	<u>Financial Strength</u>	15%
	* What is the strength of Financial Statement [Balance Sheet/Cash Revenues/Long-term Debt/ Retained Earnings]	
2.1.5	<u>M/WBE Participation</u>	10%
2.1.6	<u>General Conformity with RFP Requirements</u>	5%
	* Did Proposer Submit all the Required RFP Documents/Forms with Proposal?	

TOTAL: 100%

- 2.2 "HIRE HOUSTON FIRST ORDINANCE" (Preferential Bonus Points):
- City Business (5)
 - Local Business (3)
 - Non-City/Non-Local (0)